



EVENT SPONSORSHIPS 2016

Market your products and services to an educated audience of approximately 3,500 while associating your business or organization with quality programming. In 2016, the 55+ population of Howard County is projected to be 74,500.

PLATINUM LEVEL (limited to one sponsor per category)

EXPO TOTE BAG SPONSOR -- \$8,500

Distribute 3,500 high-quality tote bags (as selected by the Office on Aging and Independence) at the 50+EXPO entrance with one side featuring sponsor logo and/or promotional message and the second side featuring Office on Aging and Independence and MAP information

- Prime pipe & draped 8' X 8' exhibit space w/ covered 6' table and two chairs on Main Street
- Sponsor-supplied banner prominently displayed on Main Street
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

HALL A SPONSOR -- \$8,000

Brand the entrance of the largest exhibit area of the 50+EXPO, Hall A, with a logo and/or promotional message (Hall A hosts 68 exhibitors)

- Two side-by-side front of hall, pipe & draped 8' X 10' exhibit spaces w/ two covered 6' tables and four chairs in Hall A
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

TECH DEMO SPONSOR -- \$7,000

Create a technology program with topics of interest to the 50+ community featuring experts selected by sponsor, i.e., Bring Your Own Device (BYOD) questions from attendees

- 50+ seat classroom located on Main Street (Invite attendees through your exhibit area and into your classroom!)
- Prime pipe & draped 16' X 8' exhibit space w/ covered 6' table and four chairs on Main Street
- Sponsor-supplied banner prominently displayed on Main Street
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

EXPO GIVEAWAY SPONSOR -- \$7,000

Provide 3,500 items (as approved and purchased by the Office on Aging and Independence) as giveaways (imprinted with sponsor logo and another provided by the Office on Aging and Independence); item given to attendees at EXPO entrance next to tote bags

- Prime pipe & draped 8' X 8' exhibit space w/ covered 6' table and two chairs on Main Street
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

GUIDANCE AREA SPONSOR -- \$6,000

Sponsor multi-booth exhibit space to highlight or feature various divisions or departments of an organization or business; exceptionally visible location in front entranceway prior to Main Street exhibition area

- Custom pipe & drape layout w/ tables and chairs as needed
- Sponsor-supplied signage posted above entrance doors or pop-up floor banner
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor-supplied banner hung above Main Street
- Sponsor logo recognition on promotional flier, event poster and web site post-event thank-you ad

JIM ROUSE THEATRE SPONSOR -- \$6,000

Sponsor one performance in the 750-seat Jim Rouse Theatre of the “Capitol Steps,” a side-splitting, political satirical troupe that attracts a “standing room only crowd”; these ticketed performances are available at a suggested donation price of \$5.00 (to benefit the Vivian L. Reid Community Fund)

- Sponsor logo projected on screen prior to performance
- Recognition by high-ranking County official prior to performance
- Sponsor logo imprinted on ticket; sponsor may place coupon on back of ticket
- Reserved block of 20 seats for your employees or guests
- Sponsor may distribute company materials to attendees as they enter the theatre
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

PRIME EXHIBIT SPONSOR -- \$5,000

Promote on a larger scale with 16' x 8' double booth space on Main Street; exceptionally visible and well-suited for media presentations

- Prime, pipe & draped DOUBLE exhibit space w/ covered 6' table and four chairs on Main Street
- Sponsor logo on all print promotional materials
- Sponsor recognition on event signage
- Sponsor-supplied banner hung above Main Street
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

HALL B SPONSOR – \$4,500

Brand the 50+EXPO Hall B entrance with a logo and/or promotional message. Hall B hosts 26 non-profit exhibitors and a demonstration area TBD, i.e., cooking seminar, art show, fitness demonstration, etc.

- Two side-by-side front of hall, pipe & draped 8' X 10' exhibit space w/ two covered 6' tables and four chairs in front of Hall B
- Sponsor logo recognition on promotional flier, event poster and website post-event thank-you ad

EXHIBITOR BREAKFAST SPONSOR -- \$3,500

Experience increased B2B exposure by sponsoring a catered continental breakfast provided to 170 sponsors and exhibitors only, in a private room

- A skirted, information table for your use/information
- Breakfast invitation in the details packet mailed to all sponsors and exhibitors four weeks before the event (sponsor-supplied, no larger than 8"X10", 170 total required)

GOLD LEVEL (multiple available)

GOLD SPONSOR -- \$2,000

- Pipe & draped 8' X 8' exhibit space w/ covered 6' table and two chairs on Main Street
- Sponsor name on 50+EXPO 2016 print promotional materials
- Sponsor recognition on event signage
- Sponsor name recognition on website post event thank-you ad

SILVER LEVEL (multiple available)

SILVER SPONSOR -- \$1,000

- Pipe & draped 8' X 10' exhibit space w/ covered 6' table and two chairs in HALL A
- OR**
- Sponsor name on 50+EXPO 2016 print promotional materials
- PLUS**
- Sponsor recognition on event signage
 - Sponsor name recognition on website post event thank-you ad

SPECIALY-DESIGNED SPONSORSHIPS

If you have an idea for a sponsorship package that the Office hasn't designed, please let us know.

CONTACT: *Lisa Brusio Coster, 50+EXPO Event Coordinator*
Howard County Office on Aging and Independence
410-442-3734 OR lcoster@howardcountymd.gov
<http://www.howardcountymd.gov/50plusEXPO>